



October 3, 2002

Commission Secretary
Marlene H. Dortch
445 12th Street SW, CY-B402,
Washington, D.C. 20554

Re: Proceeding 02-306

Dear Commissioners:

In these tough economic times in California, it is essential that we encourage competition in the telecommunications industry. Regulators must do everything possible to create more jobs and to provide more opportunities for the state's businesses. I strongly urge you approve SBC Pacific Bell's pending long distance application.

SBC's ability to offer long distance service will give the members of the Hollywood Chamber of Commerce more choices, better service, savings, and convenience.

SBC Pacific Bell filed its long distance application over four years ago. The California Public Utilities Commission held an unprecedented series of filings, workshops, audits, re-filings, tests and hearings – all designed to ensure that SBC Pacific Bell has complied with the 1996 Telecommunications Act's requirement to open the local market to competitors. The marketplace is clearly open as companies across the state are offering consumers a wide variety of services – including local telephone service.

An open and competitive long distance market in California will offer savings, easy-to-understand calling plans, responsive customer service and the convenience and value of one-stop shopping for all telecommunications services. The competitive nature of the telecommunications industry will pressure the current long distance carriers to lower their rates – exactly what has happened in other states.

It is now up to the FCC to ensure that California's long distance market is open and competitive. I urge you to vote on SBC Pacific Bell's long distance application and let Californians reap the benefits that consumers in 23 states are already enjoying.

Sincerely,

Leron Gubler
President & CEO

